File

April 10, 1961

fashion calendar 1961

21st YEAR · A WEEKLY PUBLICATION

JANUARY

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RUTH FINLEY, PUBLISHER · 8 EAST 77th STREET · NEW YORK 21, N. Y. · TR. 9-2343

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, APRIL 7, 1961		
Thursday April 6 12:30 P.M. Luncheon	SPRING FURS DURING LUNCHEON	ARONOWICZ FURS (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
	Showing of Spring fur collection by Aronowicz. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Beginning Thursday April 6	TRANSITIONAL KNIT-WEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
	Continuous daily showings. Contact: Robert Brown, LO. 4-1080.		
April 7	MACY'S RELEASE DATE--Preview of table linens, April 5.		
Just Released	HOSIERY COLORS--FALL 1961	THE COLOR ASSOCIATION OF U.S. INC.	200 MADISON AVENUE
	Thirteen Fall, 1961 hosiery colors, coordinating with ready-to-wear, millinery and glove colors. Contact: Midge Wilson, MU. 5-5881.		
	WEEK BEGINNING SUNDAY, APRIL 9, 1961		
Sunday April 9 1:00 P.M. Brunch	SPRING-SUMMER MILLINERY DURING BRUNCH	JOHN FREDERICS, INC. (6 WEST 57TH STREET)	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Showing of Spring-Summer millinery by John Frederics. Shoes--Fiorentina. Coiffures--Tony Migliaro. Reservations--$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.		
Monday April 10 1:00 P.M. Luncheon	"BONDA KNIT" CLINIC IN CALIFORNIA	ABACO FABRICS, INC. (450 SEVENTH AVENUE)	PARAMOUNT STUDIOS HOLLYWOOD, CALIFORNIA
	Fall fashions in Abaco's "Bonda Knit" to be shown on the set of Paramount's "Too Late Blues," Hollywood. By invitation. Contact: Polly Guerin, LO. 4-9550.		
Monday April 10 3:00 P.M.	JUNIOR FASHIONS AND NEW KNITS	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Preview of Junior Accent's early Fall collection and showing of knits. By invitation. Contact: LO. 4-1434.		
Beginning Monday April 10	FALL COLLEGE-CAREER & TRANSITION COLLECTION	ALLEEN, INC.	1407 BROADWAY SHOWROOM - 32ND FLOOR
	Separates and coordinates, introducing a group of double-knit dresses. Continuous daily. Publicity: Essie Pinsker, WI. 7-4591.		
Tuesday April 11 9:00 A.M Breakfast	PREVIEW OF FALL LAMINATES	SCOTT APPAREL FOAM (EMPIRE STATE BLDG.)	HOTEL DRAKE, 56TH & PARK DEVON ROOM
	"The Hidden Face Of Fashion"--Fall laminates in coats, sportswear, rainwear, shoes. By invitation. Contact: Mary Lou Hannagan, PE. 6-9498.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 11 11:00 A.M.	EARLY FALL JUNIOR FASHIONS	ARKAY	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Showing of early Fall junior collection. Contact: LO. 5-2626.		
Tuesday April 11 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	The Mr. Mort early Fall junior dress collection, designed by Lee Evans, will be presented at one showing only. By admission card. Contact: Grace Alpern, OX. 5-4760.		
Tuesday April 11 4:00 P.M.	PREVIEW: EARLY FALL JUNIOR DRESSES	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Preview of "Spiced-Tone" early Fall junior dress collection, designed by Earl Bonuam. By admission card. Contact: Dorothy McCauley, LO. 4-3913.		
Beginning Tuesday April 11	OPENING: LATE SUMMER TRANSITION DRESSES	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
	Informal showings, by appointment. Publicity: Hilda Sherey, PE. 6-0900.		
Wednesday April 12- April 13 2:00 P.M.	PREVIEW: ADVANCE FALL JUNIOR FASHIONS	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Early Fall collection on April 12 and 13. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday April 12 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW OF TABLE SETTINGS	N.S.I.D.; THE GORHAM CO.	ST. MORITZ HOTEL SKY ROOF GARDEN
	Fifteen table settings on the "bridal events" theme, created by professional members of NSID. By invitation. Open to public at Black, Starr & Gorham, Wed., April 20 (also release date). Publ.: Ted Materna Assoc., PL. 3-3240.		
Thursday April 13 9:00 A.M. Breakfast	PAN AMERICAN WEEK FASHION SHOW	N.Y.C. DEPT. OF COMMERCE	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	Salute to Latin America, with a showing of Summer fashions. Co-commentators: Terry Mayer, Amos Parrish Co.; Ben Grauer, N.B.C. By invitation. Contact: Vivian Sabin, Dept. of Commerce, TE. 8-1800.		
Thursday April 13 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Shapes and Shades"--Fall-Winter, 1961 fabrics. Speaker: Robert Riley, Curator Design Laboratory, Brooklyn Museum. Co-chmn.: Margaret Markley and Conoldine Burnett. Prices: $8.00 (members), $10.00 (guests). Exhibit from 10:00 A.M. to 3:00 P.M.; admission $1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.		
Thursday April 13 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Richard Cole's Spring-Summer collection, available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
April 14	ELIZABETH ARDEN'S RELEASE DATE--Spring Lingerie collection (No Show).		
April 14	MACY'S RELEASE DATE--"Spandex" corset fashions (No Show).		
April 15	FEDERAL AND STATE INCOME TAXES DUE.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday April 17	FALL TRANSITION DRESS COLLECTION	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Gross Sidney's Fall transition dress collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes at continuous daily showings. Contact: George Rappaport, CH. 4-3558.		
Monday April 17-April 22	THE NEW YORK ANTIQUES FAIR	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
	Exhibitors from the East and Midwest will display antique fashions and furnishings, with emphasis on "White House Antiques" circa 1802. Hours: 1:00 - 11:00 P.M.; Sat., 1:00 - 6:00 P.M. Admission: $1.50 (opening day $2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.		
April 18	MACY'S RELEASE DATE--"By The Sea" Fashions (No Show).		
Tuesday April 18 9:00 A.M. Breakfast	PRESS PREVIEW: SEVENTH PANORAMA EXHIBIT	NATIONAL DESIGN CENTER	415 EAST 53RD STREET MAIN FLOOR
	"A Primer of Design"--home fashions guide for brides and "young marrieds." Sixteen coordinated schemes for furnishing a four-room apartment will be exhibited; also seven room settings designed by members of the American Institute of Decorators. Preview by invitation. Open to public, beginning April 18 at 10:30 A.M. Contact: Charlotte Byrum, MU. 8-5200.		
Tuesday April 18 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FURS	BONWIT TELLER	GUNTHER JAECKEL SALON 10 EAST 57TH STREET
	Showing for press of Summer furs, designed in Paris exclusively for Gunther Jaeckel. By invitation. Publicity: Rea Lubar, EL. 5-6800.		
Tuesday April 18 5:00 P.M. Cocktails	CHILDREN'S COORDINATED COATS AND DRESSES	HELEN LEE (1333 BROADWAY)	HOTEL PIERRE BALLROOM
	Preview of children's Fall coats and dresses, designed by Helen Lee. For press and buyers, by invitation. Publ.: Eleanor Lambert, MU. 8-2130.		
Beginning Tuesday April 18	FALL TRANSITION JUNIOR FASHIONS	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Junior cotton Fall transition dresses and separates by Lanz at informal daily showings. By reservation. Contact: Audrey Brock, OX. 5-6440.		
Wednesday April 19 11:00 A.M.; 2:30 P.M.	TRANSITION AND BACK-TO-SCHOOL COLLECTIONS	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
	Majestic Specialties will present their Fall transition and back-to-school collections of color-coordinated separates. For press and buying offices, by invitation. Contact: Marianne Cruze, LO. 4-3113.		
Wednesday April 19 4:00 P.M.	PREVIEW: GEORGE MAURER FALL BRIDAL FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR EXEC. CONFERENCE ROOM
	Abraham & Straus will present the George Maurer bridal collection for Fall and Winter. For the press, by invitation. (Release date, Mon., April 24) Public showing Sat., April 29 at 3:00 P.M. Tickets: $1.00. Publicity: Eileen Goldburg, TR. 5-0195.		
Beginning Wednesday April 19	SHOWING OF ADVANCE FALL DRESSES	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Jerry Silverman's advance Fall dress collection at continuous daily showings. Contact: CH. 4-4940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 20	BLACK, STARR & GORHAM RELEASE DATE--Preview table settings, April 13.		
April 21	OHRBACH'S RELEASE DATE--Fashions made in Hawaii for Ohrbach's(No Show).		
Saturday April 22 10:00 A.M.-4:00 P.M.	BENEFIT TOUR: "HOW YOUNG DESIGNERS LIVE" A tour of young designers' homes, featuring N.S.I.D. professional members, for benefit of the N.S.I.D. Student Scholarship Fund. Tickets: $5.00 Contact: JU. 2-1421.	NATIONAL SOCIETY OF INTERIOR DESIGNERS	157 WEST 57TH STREET
April 24	ABRAHAM & STRAUS RELEASE DATE--George Maurer Bridal Fashions. (See p.3)		
April 25	SAKS FIFTH AVENUE RELEASE DATE--Anne Fogarty Summer Fashions (No Show).		
Beginning Wednesday April 26	FALL OPENINGS IN CALIFORNIA April 26: Stanley Nelson April 27: Benjamin-Hubert; Marion McCoy; Jean of California; Charles Le Maire. April 28: Fashion West; Tabak; Adele; Janor. April 30: Maxwell Shieff; Yvonne; Jewel; Helga. May 1: Edith Small; Don Loper; Majorie Michael; Bettina; Marusia; Howard Greer-Bruce MacIntosh; Cahill; Irene; Helen Rose; Adele; Paul Apostle; John Roberts; Ted Small. May 2: Peggy Hunt; Nadler; Charles Cooper; Travilla; Ernest Newman; Werle; Georgia Bullock. May 3: Elis Porter; H. Charles; Pat Premo; Louis Margliano; Andre D'Aulan; Paul Whitney; Dorothy O'Hara; Bud Kilpatrick. May 4: Lee Herman; Syano; Miss Cindy; Los Angeles Fashion Guild; Mr. Blackwell. May 5: Fashion Group; Sir James; Georgette Trilere. Contact: Barbara L. Trister, 819 Santee Street, Los Angeles.	LOS ANGELES FASHION GUILD	LOS ANGELES, CALIFORNIA
Friday April 28 8:30 P.M.	THIRD ANNUAL EMBASSY BALL Italy will be honored at this year's Embassy Ball. Proceeds, underwritten by Fiat, Snia Viscosa, Vespa and three American firms will be divided between the Children's Asthma Research Institute of Denver and Professor Cocchi's Ospedalino Meyer for Children of Florence, Italy. Price--$75.00 per person. Contact: Miss Vine Phoenix at Embassy Foundation, PL. 7-8187. Publicity: Rasponi Assoc., TE. 8-8171.	EMBASSY FOUNDATION (171 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday May 2 8:30 A.M. Breakfast	"BONDA KNIT" - CLINIC AND FASHION SHOW "Hitch Your Fashion Star To Abaco's Bonda Knit Orbit"-- fashion show and progress report on laminated knits in men's, women's and children's apparel. Show at 9:00 A.M. For press, retail buyers and merchandisers. By invitation. Contact: Polly Guerin, LO. 4-9550.	ABACO FABRICS, INC. (450 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 2 2:15 P.M.	CALIFORNIA SHOWING: FALL-WINTER COLLECTION Travilla will present his Fall-Winter collection, introducing the William Sarris dress group. By invitation. Contact in California: OL. 2-0723 or OL. 5-9358.	TRAVILLA (853 N. LA CIENEGA)	BEVERLY HILLS HOTEL LOS ANGELES, CALIFORNIA

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 3- May 13	FIFTH ANNUAL WORLD TRADE FAIR	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
	More than 300 exhibits, with products and raw materials from over 60 countries; also women's fashions. Press Preview, Tues., May 2 from 2:00 P.M. - 5:00 P.M. Tickets: $1.50 (adults); 75¢ (children). Publicity: David Jacobson at United Public Relations, PL. 1-3950.		
Thursday May 4 3:30 P.M. Champagne	NINTH ANNUAL COTTON FASHION AWARD	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
	The Cotton Fashion Award will be presented to Donald Brooks by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday May 5 3:00 P.M.	SPRING AND SUMMER FASHION SHOW	LABORATORY INST. OF FASHION MERCHANDISING	WALDORF-ASTORIA SERT ROOM
	Theme: "Making the Scene at 7th Avenue"--Spring and Summer fashions from Stern's modeled, coordinated and commentated by students of the Laboratory Inst. of Merchandising senior class. By invitation. Contact: Mrs. Bessie Wing, PL. 2-1530.		
Monday May 8 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
	Herbert Sondheim's Spring-Summer collection, designed by Sara Ripault, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Herbert Sondheim Publicity: Barbara Kling, PL. 3-1709. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday May 10 7:00 P.M. Cocktails; Dinner	GALA DINNER DANCE	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA BALLROOM
	"An Evening With Fragrance"--Gala dinner dance sponsored by The Fragrance Foundation, in conjunction with the Toilet Goods Association convention. Dinner at 8:00 P.M. Tickets: $25.00 per person. Contact: Helen Nash Associates, 18 East 60th Street, PL. 9-5980.		
Thursday May 11 2:30 P.M.	ANNUAL FASHION SHOW-- DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
	Sixty-fifth anniversary celebration and annual presentation by students. Afternoon show, 2:30 P.M.--Tickets: $2.00. Evening show, 8:30 P.M. -- Tickets: $3.00 (general admission); $5.00 (reserved). Contact: Alvin Appel, PL. 9-2214.		
Sunday May 14	MOTHER'S DAY. Theme: "For The World's Best Mom." Contact: Rose Lee Mendelsohn, 129 West 30th Street, LO. 5-4700.		
Monday May 15 10:30 A.M.	OPENING OF FALL COLLECTION	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Herbert Sondheim's Fall collection designed by Sara Ripault, daily except Friday, through May 25. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.		
Monday May 15 10:30 A.M.	OPENING OF FALL COLLECTION	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing at 10:30 A.M., May 15, 17, 23, 25, June 1, 6, 7, 9, 13, 14, 16. By appointment. Contact: WI. 7-6865.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 15 12:15 P.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. Showing at 1:15 P.M. By invitation. Contact: Miss Fritzi, LO. 5-4115.		
Monday May 15 2:30 P.M.	OPENING OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Trade showings, May 15, 16, 17, 23, 24, 25, 31, June 1 at 2:30 P.M. By reservation. (Press Preview Thurs., May 18 at 3:00 P.M.) By invitation. Contact: Eleanor Stoner, LA. 4-6968.		
Monday May 15 5:00 P.M. Cocktails	PREVIEW: FALL FASHIONS IN U.S. ROYAL FABRICS	U.S. RUBBER CO.- TEXTILE DIVISION	SAVOY HILTON HOTEL GOLD ROOM
	Leading manufacturers' designs of women's, children's and men's wear in U.S. Royal Fabrics. Showing at 6:00 P.M., for press and buyers. By invitation. Publicity: Shirley Merzon at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.		
May 15	SHOWING OF LONDON READY-TO-WEAR COLLECTIONS--IN LONDON.		
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC B'WAY & 34TH STREET
	Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade press and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.		
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:30 A.M., May 16, 23, 25, June 6, 7, 8. By appointment. Press showing, Mon., May 22 at 4:00 P.M. By invitation. Contact: Mabel Glemby, LA. 4-9350.		
Tuesday May 16 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Showing of Nelly de Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 16 12:00 Noon	OPENING OF FALL COLLECTION	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings May 16, 18, 23, 25, 31, June 2, 5, 6, 7, 8, 9, at 12:00 Noon. By appointment. (Press Preview, Thurs., June 1 at 4:00 P.M.) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.		
Tuesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Fall dress collection. By invitation. Trade showings, May 17, 18, 23, 24, 25, 31, June 1 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.		
Tuesday May 16 1:15 P.M.	OPENING OF SUMMER COLLECTION	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings May 16, 17, 18 at 1:15 P.M. Contact: Lucille Gordon, LO.5-2727.		
May 18	SHOWING OF PARIS READY-TO-WEAR COLLECTIONS--IN PARIS (May 18 - May 29).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 17 8:45 A.M. Breakfast	CRESLAN FEATURED IN RAINWEAR AND OUTERWEAR	MARCH & MENDL; P.R.L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
	American Cyanamid will sponsor a preview of misses and junior rainwear and outerwear for Fall, manufactured by March & Mendl; P.R.L. All-Weather, featuring Sherpa pile of 100% Creslan acrylic fiber. By invitation. Continuous daily thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942.		
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showings at 2:30 P.M., May 17, 23, June 1, 6. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Thursday May 18 8:45 A.M. Breakfast	"YOUNG FASHIONS FOR FALL 1961"	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
	Fall fashions for toddlers, girls, pre-teens and boys. By invitation. Contact: Monroe E. Michels, MU. 5-4400.		
Thursday May 18 10:30 A.M.	PRESS PREVIEW OF FALL DRESSES	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Edward Abbott's Fall dress collection, designed by Wilson Folmar. By invitation. Contact: Marta Schreiber, LA. 4-8490.		
Thursday May 18 2:30 P.M.	SHOWING OF FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showings at 2:30, May 18, 23, 24, 25, 29, June 1. Press Preview Fri., May 19 at 9:30 A.M., breakfast. By invitation. Contact: PE. 6-6983.		
May 18	MAURICE RENTNER PRESS PREVIEW OF FALL COLLECTION AT 3:00 P.M. (See pg. 6)		
Thursday May 18 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Contact: Grace Horton, BR. 9-6560.		
May 19	BRANELL PRESS PREVIEW OF FALL COLLECTION AT 9:30 A.M.-breakfast (See above)		
Friday May 19 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Late day, cocktail and formal fashions to press and buyers. By invitation. Trade showings at 12:00 Noon (luncheon) May 24, 25, June 5, 6, 7, 8. By reservation. Contact: Jack Sulzer, WI. 7-9470.		
May 22	JANE DERBY'S PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See pg. 6)		
Tuesday May 23 10:30 A.M.	OPENING OF FALL COLLECTION	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Gross Sidney's Fall collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes, daily at 10:30 A.M., except Friday, until June 22. Contact: George Rappaport, CH. 4-3558.		
Tuesday May 23 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Showings thereafter May 25, June 1, 6, 8, 13 at 10:00 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 23 11:30 A.M.	PREVIEW OF DRESSES FOR PRESS AND BUYERS	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview of Fall dresses, by invitation. Trade showings at 11:30 A.M., May 24, 25, 31, June 1, 6, 7, 8. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday May 23 2:30 P.M.	PREVIEW FOR PRESS AND BUYERS	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Only formal showing. Publicity: Betty Yarmon, LO.4-9194.		
Tuesday May 23 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Robert Sloan will present his Fall Collection of sportswear and separates, designed by Sylvia de Gay, for press and buyers. By invitation. Continous thereafter. Publicity: Margaret Hodge, 110 West 51st, LT. 1-3260.		
Beginning Tuesday May 23	OPENING: FUR-LINED COATS AND SUITS	STYLE TRENDS	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Style Trends will present their Fall-Winter collection of fur-trimmed and fur-lined coats and suits in misses sizes, Customites and Petite Customites, designed by Betti Belmont. By appointment. Contact: Miss Lee, LO. 5-4632. Publicity: Florence Judson, MU. 4-7350.		
Wednesday May 24 10:00 A.M.	PREVIEW OF FALL DRESS COLLECTION	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview showing for press and buyers. By invitation. Trade showings at 10:00 A.M., May 25, 31, June 1. Publicity: Betty Yarmon, LO. 4-9194.		
Wednesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Arthur Jablow's Fall-Winter collection of coats, suits and ensembles, designed by David Kidd. By invitation. Thereafter, May 26, 29, 31, June 6, 8 at 11:30 A.M. By appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7874.		
Thursday May 25 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" PREVIEW	MILLIKEN WOOLENS, INC.	HOTEL ASTOR GRAND BALLROOM
	Special afternoon performance for N.Y. retailers, press and trade. By invitation and ticket only. Contact: Julie Buddy, fashion director, OX. 5-1200. Breakfast at 7:30 A.M. for out-of-town retailers on May 23, 24, 25, 31, June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. Ticket contact: Florence Covino, OX. 5-1200.		
May 30	MEMORIAL DAY (Tuesday) -- Legal Holiday.		
Wednesday May 31 11:00 A.M.	PRESS PREVIEW: FALL READY-TO-WEAR	BOB BUGNAND, INC.	19 EAST 62ND STREET SALON
	American-made collection, press preview at 11:00 A.M.; buyer preview at 5:00 P.M. By invitation. Thereafter, trade at 10:00 A.M. June 1, 6, 7, 8, 13, 14. Contact: TE. 8-0750.		
Wednesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--the new collection, showing at 12:00 Noon, May 31, June 1, 6, 7, 8, 13, 14, 15, followed by luncheon. By invitation. Contact: Helen Gold, CH. 4-3512.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 31 2:00 P.M.	OPENING OF FALL COAT COLLECTION By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday May 31 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M. June 1, 5, 7, 9, 13, 15. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday May 31 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. Trade showings at 12:00 Noon beginning June 1 and Tues., Wed., Thurs. thereafter. By appointment. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings June 1, 6, 7, 8, 13, 14, 15 at 9:30 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 1 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Quality Furs will present their Fall-Winter fur collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
June 1	ESTEVEZ PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See pg. 6).		
Friday June 2 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showings June 2, 6, 8, 14. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday June 2 11:00 A.M.	OPENING OF FALL COLLECTION Showings June 2, 6, 7, 12 at 11:00 A.M. By invitation. Contact: Anita Hoffman, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Sarmi's Fall collection. Buyers' preview at 4:00 P.M. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 5 2:30 P.M.	PREMIERE SHOWING OF FALL-WINTER FURS Introducing the Fall-Winter fur designs by Mirka, created for Couture Furs. For press and buyers, by invitation. Publicity: Terry Seymour, 16 West 55th Street, PL. 7-9170.	COUTURE FURS	345 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday June 5	OPENING OF FALL DRESS COLLECTION Continuous daily showings of Fall dresses and costumes beginning Mon., June 5 through June 16, 10:30 A.M. to 3:30 P.M. Contact: David Rubinstein, CH. 4-3872.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 6 11:00 A.M.	PRESS PREVIEW: FALL & WINTER FUR COLLECTION	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of the Revillon Wholesale Fall and Winter fur collection. By invitation only. Thereafter by appointment. Publicity: Bill Paige, 11 West 57th Street, PL. 9-5504.		
Tuesday June 6 12:00 Noon	OPENING OF FALL JUNIOR COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Junior dresses and separates May 31, June 6, 7, 8, 13, 14, 15 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.		
Tuesday June 6 12:00 Noon Luncheon	PREMIERE: SHOWING OF JUNIOR FASHIONS	JUNIOR FORUM, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	First showing by Junior Forum, presenting their Fall collection of junior dresses. By invitation. Contact: Shelly Lebow, LA. 4-9923.		
Tuesday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 7 at 10:00 A.M. Thereafter by invitation. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.		
Tuesday June 6 4:00 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Dan Keller will present his Fall collection of casual dresses and ensembles. For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.		
Wednesday June 7 11:00 A.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	FANTASIA FURS, INC. (STESSEL,WARE,PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	The James Terence Brady Fall-Winter fur collection, designed for Fantasia, followed by cocktails and luncheon. By invitation. Contact: LA. 4-0330.		
Wednesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Fall-Winter fur collection. By invitation. Contact: Louis Brown, AL. 5-3035.		
Thursday June 8 10:30 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Fall-Winter fur fashions, designed by Constantino. Fashion Director and Commentator: Mia Grau. By invitation. Contact: PE. 6-6944.		
Thursday June 8 3:00 P.M.	PREVIEW: READY-TO-WEAR FUR COLLECTION	RITTER BROTHERS (224 WEST 30TH STREET)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILION
	Press preview of Ritter's Ready-To-Wear fur collection, followed by cocktails. By invitation. Thereafter at 10:30 and 2:30 at showroom, 14th floor, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday June 9 2:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Opening of Pauline Trigere's Fall collection. By invitation. Contact: Estelle Marr, LO. 3-1600.		

MOVIES...THEATRE...OPERA...BALLET

Monday
April 10

FINAL WEEK: METROPOLITAN OPERA METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST. Mon., April 10: Puccini's La Boheme. Tues., April 11: Puccini's Turandot. Wed., April 12: Bizet's Carmen. Thurs., April 13: Flotow's Martha. Fri., April 14: Verdi's Aida. Sat. Mat., April 15: Verdi's Don Carlo. Sat. Eve., April 15: Berg's Wozzeck. Publicity: Francis Robinson, PE. 6-1200.

Wednesday
April 12-
June 11

OPENING: "GALA SPRING SEASON" N.Y. CITY CENTER, 131 WEST 55TH STREET Showboat will be presented by Jean Dalrymple for a two-week engagement, starring Joe E. Brown, Jo Sullivan, Robert Rounseville, Jane Kean, Carol Brice, Anita Darian Richard, in the revival of the musical based on the novel by Edna Ferber. Director: Julius Rudel. Costumes: Stanley Simmons. South Pacific, April 26 - May 14. Porgy And Bess, May 17 - May 28. Pal Joey, May 31 - June 11. Publicity: Tom Trinkle, JU. 6-2828.

Thursday
April 13

OPENING: "CARNIVAL" IMPERIAL THEATRE, 249 WEST 45TH STREET David Merrick will present the musical adaptation of Helen Deutsch's screen play "Lili," based on the story by Paul Gallico, starring Anna-Maria Alberghetti, Jerry Ohrbach, Kay Ballard. Director: Gower Champion. Sets and Lighting: Will Stevens Armstrong. Costumes: Frederick Wittop. Publicity: Harvey Sabinson, JU. 2-4747.

Tuesday
April 18

OPENING: "MOISEYEV DANCE COMPANY" MET. OPERA HOUSE, B'WAY & 39TH STREET S. Hurok will present the Russian dance company of 100 dancers and symphony orchestra, returning from Moscow for a three week's engagement. Publicity: Martin Feinstein, CI. 5-0500.

Wednesday
April 19

PREMIERE: "LA DOLCE VITA" (Movie) HENRY MILLER THEATRE, 124 W. 43RD ST. An Astor release of the Italian movie featuring Marcello Mastroianni, Anita Ekberg, Anouk Aimee, Lex Barker, about a series of episodes in the life of a newspaperman, living in Rome. Producers: Guiseppe Amato and Angelo Rizzoli. Director: Federico Fellini. Publicity: Bill Doll, JU. 6-8894.

Monday
April 24

OPENING: "AMERICAN BALLET THEATRE" BROADWAY THEATRE, B'WAY & 53RD STREET Mon., April 24: Swan Lake, Miss Julie, Pas De Deux, Don Quixote, Rodeo. Tues., April 25: Swan Lake, The Combat, Grand Pas, Glazounov, Billy The Kid. Wed., April 26: Theme and Variations, Points On Jazz, Pas De Deux, Black Swan, Graduation Ball. Fri., April 28: Grand Pas, Glazounov, Giselle (2 Acts), Fancy Free. Sat. Mat., April 29: Les Sylphides, Peter And The Wolf, Pas De Deux, Nutcracker, Rodeo. Sat. Eve., April 29: Swan Lake, Miss Julie, Pas De Deux, Don Quixote, Points On Jazz. Publicity: Hugo Swofsord, PL. 7-7035.

Thursday
May 18

OPENING: "DONNYBROOK" 46TH STREET THEATRE, 226 WEST 46TH STREET Fred Hebert will present the musical, adapted from the story "The Quiet Man" by Maurice Walsh, with Eddie Foy, Art Lund, Kipp Hamilton, Susan Johnson. Director: Jack Cole. Costumes: Rouben Ter-Arutunian. Publicity: Jacobson-Harmon, CH. 4-1482.

Thursday
May 25

OPENING: "KUPRIN" THEATRE TO BE ANNOUNCED Robert E. Griffith and Harold S. Prince will present the adventure play by Jerome Lawrence and Robert E. Lee, based on the novel "A Call on Kuprin" by Maurice Edelman, starring Eugenie Leontovich. Director: George Abbott. Publicity: Sol Jacobson, CH. 4-1482.

1962

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